

The Network Competition: 1978

continued

MARKET	PRIME TIME						EVENING NEWS						DAYTIME					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
11. Dallas-Fort Worth	286	+3	233	+21	190	+8	114	+36	167	+46	141	+42	113	+19	109	+27	49	-12
12. St. Louis	215	-2	200	-2	175	+11	48	-12	145	+5	158	+14	58	+26	91	+17	68	-1
13. Houston	229	-4	184	+9	180	+2	115	+35	96	-9	161	-2	79	+1	93	+19	63	+11
14. Minneapolis-St. Paul	193	-2	177	+6	160	+6	52	+24	110	+11	108	-15	67	+20	56	-3	42	+11
15. Miami	176	-5	226	+10	159	+7	81	-17	233	-2	163	-1	49	+2	93	-2	58	+14
16. Atlanta	167	-13	180	+3	182	+9	92	-2	131	-4	175	+3	60	+15	67	-6	78	-16
17. Tampa-St. Petersburg, Fla.	113	-12	193	-2	156	+2	49	-27	241	-3	195	-2	30	-17	82	-6	66	+10
18. Seattle-Tacoma	218	+3	114	+9	155	+7	143	+2	94	-2	119	-16	68	+1	29	-19	42	+20
19. Baltimore	207	-2	169	-	186	-2	101	-3	97	-27	153	+8	37	-20	81	+4	65	+3
20. Indianapolis	178	+2	149	+11	135	+5	70	+9	119	+12	136	+1	42	+24	85	+16	56	-5
21. Denver	159	-2	120	+17	121	+14	46	-29	121	+23	51	-22	33	+3	30	-17	42	-5
22. Hartford-NewHaven,Conn.	199	+13	200	+10	72	+17	127	-4	217	+1	31	-9	74	+6	83	+3	27	+13
23. Sacramento-Stockton, Calif.	159	+4	104	-1	126	+8	58	+12	95	+1	137	+1	59	+21	35	-2	37	-9
24. Portland, Ore.	137	+7	113	-7	102	+11	78	-4	104	-7	82	-27	31	-21	34	-21	43	+19
25. Cincinnati	158	+2	144	-8	116	+5	44	-19	154	+18	100	-7	58	+24	55	-	49	-21
26. Milwaukee	144	-8	116	-2	123	+5	44	-23	66	+27	97	-8	65	-3	57	-	29	-22
27. Kansas City, Mo.	162	-4	133	+6	119	+9	75	+7	96	-8	98	+1	48	-2	58	-6	27	-10
28. Buffalo, N.Y.	163	+14	107	-14	97	-5	94	-22	105	-8	70	+1	72	+22	53	-14	38	-2
29. Providence, R.I.	141	+26	79	-32	120	+2	71	+109	48	-57	158	+31	41	+28	27	-40	71	+31
30. San Diego	121	+25	97	-10	70	-23	77	+185	79	-18	32	-7	23	+5	34	-8	30	-19
31. Nashville	119	+6	136	+6	125	+15	79	-13	122	-2	136	-1	49	+23	84	+27	68	+13
32. Columbus, Ohio	151	+7	135	+3	96	-3	70	+1	147	+28	85	+5	46	-8	78	+20	35	+6
33. Charlotte, N.C.	59	-17	136	+11	95	+16	4	-60	166	-9	92	+5	19	-14	77	-9	29	+26
34. Phoenix	130	+7	105	+13	83	-	37	+3	115	+7	62	-5	36	+3	35	-24	30	+3
35. Memphis	112	-2	130	+15	94	+12	35	-17	74	-5	101	+9	39	+18	82	+15	32	-6
36. New Orleans	128	+1	134	+20	94	+8	48	-8	114	+12	70	+4	17	-47	82	+32	46	-2
37. Greenville-Asheville, N.C.																		
38. Grand Rapids-Kalamazoo-Battle Creek, Mich.	124	+5	100	+12	105	+11	69	-4	82	-9	113	-14	36	+3	57	+12	70	+13
39. Oklahoma City	117	-2	92	+9	85	+2	77	+7	78	+13	83	+8	38	+3	45	-8	40	+14
40. Orlando-Daytona Beach, Fla.	108	-4	92	+5	105	+11	81	+17	59	-12	78	-20	40	+8	42	-5	36	-16
41. Albany-Schenectady-Troy, N.Y.	107	-11	94	-1	92	+5	65	+20	105	-13	103	-2	31	-14	42	-9	39	+8
42. Wilkes Barre-Scranton, Pa.	109	+5	86	-15	95	+11	71	+73	62	-50	109	+6	28	-3	34	-19	45	+10
43. Charleston-Huntington, W. Va.	131	+10	78	+9	87	+8	98	+44	55	-5	92	+11	52	+13	39	+8	42	+5
44. Salt Lake City	91	-12	90	+5	127	+17	25	-11	64	-4	196	+13	32	-8	36	-14	90	-2
45. Louisville, Ky.	114	-2	84	+22	70	+3	32	-37	56	-5	40	-2	31	-29	35	+3	24	+27
46. Norfolk-Portsmouth-Newport News-Hampton, Va.	85	-8	105	+5	94	+13	34	+17	96	-3	125	+10	29	+26	32	-13	72	+15
47. San Antonio, Tex.	106	-6	97	+5	72	+4	58	-17	119	+8	31	-24	37	-	59	+10	16	-23
48. Birmingham, Ala.	108	-11	93	+15	73	-	35	-20	93	+21	39	-15	46	+15	35	-8	27	+8
49. Dayton, Ohio	144	-15	45	+22	89	+15	153	+9	14	-52	59	-8	74	-6	18	-10	16	-11
50. Harrisburg-York-Lancaster-Lebanon, Pa.	91	+2	118	+6	81	+1	NC	NC	128	-6	53	-5	20	-26	68	-3	38	+19
51. Raleigh-Durham, N.C.	78	-3	85	+15	104	+20	25	-17	58	+12	125	+9	28	+28	31	-	51	-2
52. Flint-Saginaw-Bay City, Mich.	99	-1	100	+5	19	+46	103	+1	119	+2	213	+75	45	+32	59	-2	3	+50
53. Greensboro-Winston Salem, High Point, N.C.	122	-	43	+17	88	+9	65	-4	23	+21	109	+8	50	-2	13	-27	51	+19
54. Toledo, Ohio	117	-2	87	-4	73	+9	59	-8	124	+6	79	-	32	+10	45	-17	38	+23
55. Little Rock, Ark.	83	-6	93	+1	73	-	18	-14	109	+15	68	-8	27	-3	49	-12	23	-28
56. Wichita-Hutchinson, Kan.	107	+2	76	+14	80	+7	80	-8	36	-18	88	+9	35	+9	33	+14	48	+26
57. Tulsa, Okla.	81	-1	79	+2	72	+13	59	+26	36	-3	28	-18	26	+4	37	+6	30	+11
58. Richmond, Va.	116	+6	76	+14	61	+18	78	+3	65	+25	24	-14	39	+5	46	+21	19	+27
59. Shreveport La.-Texarkana, Tex.	69	-7	86	+8	69	+23	39	-9	96	+3	72	-3	25	+4	57	+19	19	+12
60. Knoxville, Tenn.	101	+9	50	-41	74	+28	77	+43	60	-36	55	+38	47	+34	29	-45	26	-
61. Syracuse, N.Y.	33	+4	88	+28	93	+21	9	-29	77	-2	152	+5	6	+20	47	+34	60	+15
62. Des Moines, Iowa	81	-2	88	+6	80	-9	20	-29	92	-2	84	+5	19	-10	37	-3	43	+2
63. Mobile, Ala.-Pensacola, Fla.	74	-1	76	+10	60	+20	31	-14	72	+18	48	-6	21	+40	33	+10	26	+30
64. Jacksonville, Fla.	83	-	78	+7	58	+2	44	-19	76	-8	64	+8	34	+21	39	-9	23	-4
65. Omaha	48	-6	97	+18	66	+12	15	-12	141	+8	45	+12	13	+18	52	+4	38	+41
66. Rochester, N.Y.	102	+4	72	+1	65	+3	51	+21	62	+2	38	-21	38	+19	38	+23	13	-28
67. Green Bay, Wis.	77	-9	67	+2	52	+13	58	-12	91	+5	30	+11	28	+8	28	-15	11	-39
68. Roanoke, Va.	93	+9	65	+4	62	+7	40	-13	55	+4	49	-	26	+30	33	+22	33	-
69. Davenport, Iowa-Rock Island-Moline, Ill.	51	-	83	+9	61	+13	31	+7	128	+17	42	-4	16	+7	43	+8	32	+10
70. Fresno, Calif.	74	-	54	-3	61	+22	27	-4	45	-4	64	+19	20	-13	22	-12	25	+4
71. Springfield-Decatur, Champaign, Ill.	55	-1	45	-2	47	-4	13	-28	63	+2	61	-5	10	-33	19	-	29	+8
72. Spokane, Wash.	63	-5	60	+5	60	+20	43	+2	54	+4	50	+4	23	+5	34	-6	21	+24
73. Cedar Rapids, Iowa	67	+2	50	+9	47	-4	37	-	52	+8	74	+7	16	-6	22	+5	21	-9
74. Portland-Poland Spring, Me.	83	+12	57	+19	51	+16	40	+48	46	+7	40	+14	25	-	32	+28	17	+13
	64	-7	46	+10	47	-8	36	-35	71	-4	52	-17	20	-17	22	-	28	-10